

An industry member may when in the company of a retailer:

- Purchase meals and beverages for a retailer not to exceed \$100 per person per event.
- Purchase tickets for a retailer to attend sporting events, concerts, plays or other entertainment events not to exceed \$100 per person per event.
- Cover the cost of greens fees, cart rental and other golfing fees, not to exceed \$200 per person per event.

Provide electronic, itemized record of every "thing of value" on or before the 15th of January, April, July and October for the previous 3 months.

Must contain: Name of Retailer; Date given or provided; Description of "thing of value" and the "thing's" actual value.

Printed, branded promotional signs with or without the retailer's name on the sign. Items include: Coasters, outdoor table umbrellas, sandwich, menu or chalk boards, wine bucket or wine list covers.

Industry members may purchase gift certificates from retailers at fair market value. Records must be maintained by industry member. Records must include:

Type of gift certificate & value, name of person to whom it was given. Gift certificates may not be given to retailer. Records must be kept for 2 years.

If you also carry products not containing alcohol such as soda, energy drinks, candy and food, those products are not subject to the regulation on inducement as long as you are only promoting those non-alcoholic products.

Without a clear nexus between the non-alcohol item and the giving of a thing of value, it will be ruled as illegal inducement to do so if the retailer is an alcoholic beverage purchaser.

You must maintain a list with the names of the retailer, the date the thing of value was provided with a description and its actual value. A description of the connection between the thing of value and the promotion must be included.

Records must be kept for no less than 2 years, the failure to keep records disqualifies this exception.